

## ORDER



**Orders**  
**Order / Rev:** 722849 - 1  
**Alt Order #:** 06379448  
**Product Desc:** NRSC 2012  
**Estimate:**  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** National Republican Senatorial Comm  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot,IS-Candidate/US  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	120	\$127,675.00	\$108,523.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$127,675.00	\$108,523.75	0.00
<b>Totals</b>	<b>120</b>	<b>\$127,675.00</b>	<b>\$108,523.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/17/12	10/21/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--WTFSS	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTFSS		5			\$2,500.00			0.00			
2	KPNX	10/22/12	10/23/12	M-F 10p News M-F 10pm News	CM	10-1035p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2			\$2,500.00			0.00			
3	KPNX	10/17/12	10/19/12	M-F 5-530a 12 News Today	CM	5-530a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3			\$250.00			0.00			
4	KPNX	10/22/12	10/23/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2			\$250.00			0.00			
5	KPNX	10/17/12	10/19/12	M-F 530-6a 12 News Today	CM	530-6a	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3			\$300.00			0.00			
6	KPNX	10/22/12	10/23/12	M-F 530-6a 12 News Today	CM	530-6a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2			\$300.00			0.00			

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 Product Desc: NRSC 2012  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/17/12	10/19/12	M-F 6-7a 12 News Today	CM	6-7a	--WTF--	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	6		\$700.00		0.00						
8	KPNX	10/22/12	10/23/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	4		\$700.00		0.00						
9	KPNX	10/17/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	8	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
2X MAX/DAY: W // 3X MAX/DAY: TH,F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	8		\$1,000.00		0.00						
10	KPNX	10/22/12	10/23/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
3X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	6		\$1,000.00		0.00						
11	KPNX	10/17/12	10/19/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$600.00		0.00						
12	KPNX	10/22/12	10/23/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$600.00		0.00						
13	KPNX	10/17/12	10/19/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
2X MAX/DAY: F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	4		\$500.00		0.00						
14	KPNX	10/22/12	10/23/12	M-F 10-11a Kelly	CM	10-11a	MT-----	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
2X MAX/DAY: M															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	3		\$500.00		0.00						
15	KPNX	10/17/12	10/19/12	M-F 11a-12p Today Show III	CM	11a-12p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$250.00		0.00						
16	KPNX	10/22/12	10/23/12	M-F 11a-12p Today Show III	CM	11a-12p	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$250.00		0.00						
17	KPNX	10/17/12	10/19/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$350.00		0.00						
18	KPNX	10/22/12	10/23/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$350.00		0.00						
19	KPNX	10/17/12	10/19/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$225.00		0.00						
20	KPNX	10/22/12	10/23/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KPNX	10/22/12	10/23/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$225.00		0.00				
21	KPNX	10/17/12	10/19/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$200.00		0.00				
22	KPNX	10/22/12	10/23/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$200.00		0.00				
23	KPNX	10/17/12	10/19/12	Days of Our Lives Days of Our Lives	CM	2-3p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$400.00		0.00				
24	KPNX	10/22/12	10/23/12	Days of Our Lives Days of Our Lives	CM	2-3p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$400.00		0.00				
25	KPNX	10/17/12	10/19/12	M-F 3-4p Ellen	CM	3-4p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$500.00		0.00				
26	KPNX	10/22/12	10/23/12	M-F 3-4p Ellen	CM	3-4p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$500.00		0.00				
27	KPNX	10/17/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$600.00		0.00				
28	KPNX	10/22/12	10/23/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$600.00		0.00				
29	KPNX	10/17/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$600.00		0.00				
30	KPNX	10/22/12	10/23/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$600.00		0.00				
31	KPNX	10/17/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			2		\$1,000.00		0.00				
32	KPNX	10/22/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$1,000.00		0.00				
33	KPNX	10/17/12	10/19/12	NBC Nightly News NBC Nightly News	CM	Various	--WTF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			2		\$3,000.00		0.00				
34	KPNX	10/22/12	10/23/12	M-F 5-630p M-F 5-630p	CM	5-630p	MT-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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34	KPNX	10/22/12	10/23/12	M-F 5-630p M-F 5-630p	CM	5-630p	MT-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$3,000.00		0.00			
35	KPNX	10/17/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		2				\$1,400.00		0.00			
E 36	KPNX	10/22/12	10/23/12	M-F 6-630p 12 News 6pm	CM	6-630p	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KPNX	10/22/12-10/28/12	M-F 6-630p [cancelled mg will rework]		6-630p	MT-----	:30		\$1,400.00		0.00	NM		
37	KPNX	10/17/12	10/19/12	M-F 630-7p Extra	CM	630-7p	--WTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		2				\$1,500.00		0.00			
E 38	KPNX	10/22/12	10/23/12	M-F 630-7p Extra	CM	630-7p	MT-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KPNX	10/22/12-10/28/12	M-F 630-7p [cancelled mg will rework]		630-7p	MT-----	:30		\$1,500.00		0.00	NM		
43	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$500.00		0.00			
44	KPNX	10/20/12	10/20/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$600.00		0.00			
45	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$600.00		0.00			
46	KPNX	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$2,200.00		0.00			
47	KPNX	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$500.00		0.00			
48	KPNX	10/21/12	10/21/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		2				\$500.00		0.00			
49	KPNX	10/21/12	10/21/12	Football Night in America Football Night in Am	CM	Various	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$4,000.00		0.00			
50	KPNX	10/21/12	10/21/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$600.00		0.00			

Order / Rev: 722849 - 1  
 Alt Order #: 06379448  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee  
 Product Desc: NRSC 2012  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
51	KPNX	10/21/12	10/21/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$15,400.00	P-2	0.00	NM	1	\$15,400.00
NFL Regular Season Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$15,400.00		0.00						
52	KPNX	10/21/12	10/21/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$11,300.00	P-2	0.00	NM	1	\$11,300.00
NFL Regular Season Football															
mg \$ from #721650															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$11,300.00		0.00						
													Totals	120	\$127,675.00
*Tax 1 Note: Tax 0.5%.															

\*Tax 1 Note: Tax 0.5%.